

IF YOU HAVEN'T ALREADY CLUED US IN, NOW'S YOUR CHANCE.

Use the space below to print
name and address corrections only.

9999999999999999
Sample A. Samples
123 Any Street
Anytown, US 00000

Free Lighter Offer good until September 30, 1995. Please allow 10-12 weeks for delivery. Only manufacturer's warranty applies. Not responsible for lost, late, misdirected or mutilated mail. Offer good only in U.S.A., and limited to one per person. Void where prohibited, taxed or licensed. Offer void to employees of Philip Morris and its advertising agencies.

By responding to the following survey and signing below, I certify that I am a smoker 21 years of age or older. I am also willing to receive free cigarettes and branded incentive items in the mail, subject to applicable state and federal laws.

Signature
(please)

Birth Date _____ / _____ / _____
(required) Month Day Year

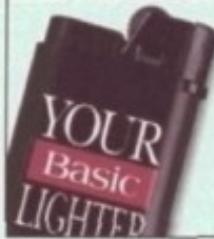
FOR SMOKERS AGE 21 OR OLDER.

- | <p>1. What is your regular brand of cigarettes – that is, the brand you smoke most often?

 (brand)</p> <p>2. Is your regular brand...? (Check one.)
 <input type="checkbox"/> Regular <input type="checkbox"/> 100's <input type="checkbox"/> 120's King Size</p> <p>3. Is your regular brand...? (Check one.)
 <input type="checkbox"/> Marlboro <input type="checkbox"/> Non-Menthol</p> <p>4. Is your regular brand...? (Check one.)
 <input type="checkbox"/> Filter <input type="checkbox"/> Non-Filter</p> <p>5. Is your regular brand...? (Check one.)
 <input type="checkbox"/> Lowest 1 mg Tar <input type="checkbox"/> Ultra/Extra Low Tar
 <input type="checkbox"/> Light/Mild <input type="checkbox"/> Medium <input type="checkbox"/> Full Flavor</p> <p>6. Do you usually buy... by the...? (Check one.)
 <input type="checkbox"/> Pack <input type="checkbox"/> Carton <input type="checkbox"/> Both Ways</p> <p>7. How long have you smoked this brand?
 <input type="checkbox"/> Less than 1 year <input type="checkbox"/> 3 to 5 years
 <input type="checkbox"/> 1 to 2 years <input type="checkbox"/> Over 5 years
 <input type="checkbox"/> 2 to 3 years</p> <p>8. What, if any, was your previous brand?

 (brand)</p> <p>9. The next time you go to the store, if your regular brand were not available, what would you do? (Check one.)
 <input type="checkbox"/> Go to another store to buy my regular brand.
 <input type="checkbox"/> Buy another type or length of my regular brand.
 <input type="checkbox"/> Wait until the store has my regular brand.
 <input type="checkbox"/> Buy a different brand entirely.</p> <p>10. Which of the following statements best describes the way you use cigarette coupons? (Check one.)
 <input type="checkbox"/> I use almost any cigarette coupon I get.
 <input type="checkbox"/> I occasionally use coupons for cigarettes, even if they are not for my regular brand.
 <input type="checkbox"/> I only use coupons if they are for my regular brand.
 <input type="checkbox"/> I never use coupons to buy cigarettes.</p> | <p>11. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)
 <input type="checkbox"/> Alpine <input type="checkbox"/> GPC <input type="checkbox"/> Pyramid
 <input type="checkbox"/> Basic <input type="checkbox"/> Kent <input type="checkbox"/> Raleigh Extra
 <input type="checkbox"/> Benson & Hedges <input type="checkbox"/> Kool <input type="checkbox"/> Salem
 <input type="checkbox"/> Best Buy <input type="checkbox"/> Magna <input type="checkbox"/> Sterling
 <input type="checkbox"/> Best Value <input type="checkbox"/> Marlboro <input type="checkbox"/> Store Brand/
 <input type="checkbox"/> Bristol <input type="checkbox"/> Merit <input type="checkbox"/> Generic
 <input type="checkbox"/> Bucks <input type="checkbox"/> Misty <input type="checkbox"/> Superslims
 <input type="checkbox"/> Cambridge <input type="checkbox"/> Monarch <input type="checkbox"/> True
 <input type="checkbox"/> Camel <input type="checkbox"/> More <input type="checkbox"/> Vantage
 <input type="checkbox"/> Capri <input type="checkbox"/> Newport <input type="checkbox"/> Virginia Slims
 <input type="checkbox"/> Carlton <input type="checkbox"/> Now <input type="checkbox"/> Winston
 <input type="checkbox"/> Doral <input type="checkbox"/> Parliament <input type="checkbox"/> None <input type="checkbox"/> Other _____
 (brand)</p> <p>12. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: 1 carton = 10 packs.)</p> <table border="0" style="width: 100%;"> <thead> <tr> <th style="text-align: left;">Brand Name</th> <th style="text-align: center;"># of Packs</th> </tr> </thead> <tbody> <tr><td> </td><td style="text-align: center;"> </td></tr> </tbody> </table> | Brand Name | # of Packs | | | | | | | | | | | | | <p>13. Where do you usually buy your cigarettes? (Check one.)
 <input type="checkbox"/> Supermarket Chain <input type="checkbox"/> Discount Store
 <input type="checkbox"/> Neighborhood Grocery <input type="checkbox"/> Drug Store
 <input type="checkbox"/> Convenience/Gas Station <input type="checkbox"/> Pharmacy</p> <p>14. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?</p> <p style="text-align: right;">Frequently Occasionally Seldom</p> <p>I look for special offers for my regular brand... <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>I take advantage of special offers for brands other than my regular brand... <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>15. Which of the following best describes you? (Check one.)
 <input type="checkbox"/> White <input type="checkbox"/> Hispanic <input type="checkbox"/> Asian
 <input type="checkbox"/> African-American <input type="checkbox"/> Other
 <input type="checkbox"/> American Indian</p> <p>16. Are there other smokers in your household 21 years of age or older? Please print full names, birth dates and regular brands.</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 33%;">First Name</td> <td style="width: 33%;">M:</td> <td style="width: 33%;">Last Name</td> </tr> <tr> <td>Birth Date</td> <td colspan="2">Regular Brand</td> </tr> <tr> <td>First Name</td> <td>M:</td> <td>Last Name</td> </tr> <tr> <td>Birth Date</td> <td colspan="2">Regular Brand</td> </tr> </table> | First Name | M: | Last Name | Birth Date | Regular Brand | | First Name | M: | Last Name | Birth Date | Regular Brand | |
|---|--|------------|------------|--|--|--|--|--|--|--|--|--|--|--|--|---|------------|----|-----------|------------|---------------|--|------------|----|-----------|------------|---------------|--|
| Brand Name | # of Packs | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Birth Date | Regular Brand | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| First Name | M: | Last Name | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Birth Date | Regular Brand | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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five packs of Basic (any style)

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